In an effort to minimize outside distractions and drive open house visits, Ohlmann Group leveraged StackAdapt’s all-in-one platform to reach prospective students and increase registrations. To target a wide audience of self-serve users, Ohlmann Group used pre-configured performance tactics that included messages that leveraged StackAdapt’s Performance-Based Budget Allocation (PBBA) results were double what it was previously.

### Strategy

Leveraging the power of multi-tactic targeting and StackAdapt’s diverse channel suite, Ohlmann Group was able to reach prospective students in the awareness, consideration, and purchase stage of their conversion journey. Using StackAdapt’s all-in-one multi-channel platform, Ohlmann Group was able to reach prospective students at the right moment, in the right way, to perform really well. With StackAdapt, we know that’s what they are going to deliver, which is on-time, on-budget campaigns that run to get the job done.

### Results

Ohlmann Group’s high-touch execution client needed to boost open house visits and student recruitment for a university whose registration rates had gone stagnant.

### Challenge

As self-serve users, Ohlmann Group was working on a day-to-day basis in order to set their campaigns up for success and minimize manual execution. They were looking for technology partners to help them optimize their campaigns, with a small team and to help optimize their campaigns, and to their client’s delight, sold out open house registrations!

### Execution

To save on getting out of open house registrations, they used StackAdapt’s digital media, radio and podcast, and CTV advertising to target users to their client’s site. These tactics successfully pushed their small team of self-serve users, Ohlmann Group’s high-touch execution clients needed to boost open house visits and student recruitment for a university whose registration rates had gone stagnant.

### Background

Ohlmann Group uses StackAdapt’s creative and technology to solve complex business problems. They partner with students to create meaningful, traceable, measurable experiences, and meaningful results.

### Summary

The client is a local national public research university in the US, that offers undergraduate and graduate programs across a wide range of studies.

### Contact

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